

This sales board given free with wrench assortment it displays.

The Right Tappet Wrench is THE "SUPERRENCH"

WILLIAMS



J. H. WILLIAMS & CO.

"The Wrench People"

New York BUFFALO Chicago

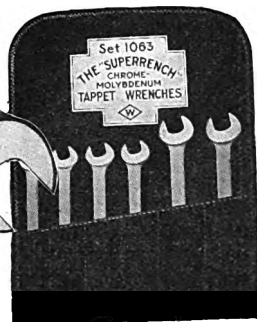
Tappet adjustment must be done in cramped quarters, while the engine is hot. For such work a man needs a tool that's a help, not a hindrance.

He wants the *right* wrench—and it's The "Superrench".

The Tappet-Type "Superrench" is light, yet has ample length—8 to 9 inches—to prevent burned fingers. The 15° angle of the opening is the most efficient for tight places. And the thin pointed jaws get in a grip where no clumsy wrench *could* go.

Like all "Superrenches", it's made of Chrome-Molybdenum steel—the toughest metal in modern use. We guarantee it not to break under any use or abuse.

Tappet "Superrenches" are also sold in sets, with or without attractive and durable roll case.



Get the Forgetters



These are two of Williams' Display Boards that remind your forgetters. Included free with wrench assortments they display.

THE man who needs a wrench is sure to buy one—unless he forgets.

You can't say, "Need any wrenches?" to every customer. But a Williams display board can—and does!

Williams' Superior Carbon-Steel Wrenches are ideal sellers from display boards. Their polished heads and baked-on black enamel finish, attract the customer's eye.

On a display board, Williams' Wrenches get the forgetters.

And they get the other fellow, too—the man who can use a wrench but hadn't intended to buy one.



WILLIAMS

*Ask Your Jobber's Salesman, or
Write Us for Details of These Sales-Boosting Boards*

J. H. WILLIAMS & CO.

"The Wrench People"

New York

BUFFALO

Chicago



Show "Superrenches" In Sets

When customers ask for a wrench show 'em The "Superrench".

And show it in a Set.

The man who needs one wrench usually needs an entire outfit. So show him The "Superrench" he wants, in a SET. Often he takes the complete kit.

Thin-headed, narrow jawed, "Superrenches" get in and grip where no clumsy wrench could go. And Chrome-Molybdenum steel makes 'em break proof and spread proof.

"Superrench" sets are handy helpers in automotive work. Sizes selected permit the greatest utility with the fewest wrenches. And the roll cases of heavy Olive Drab Twill make the set sales bigger.



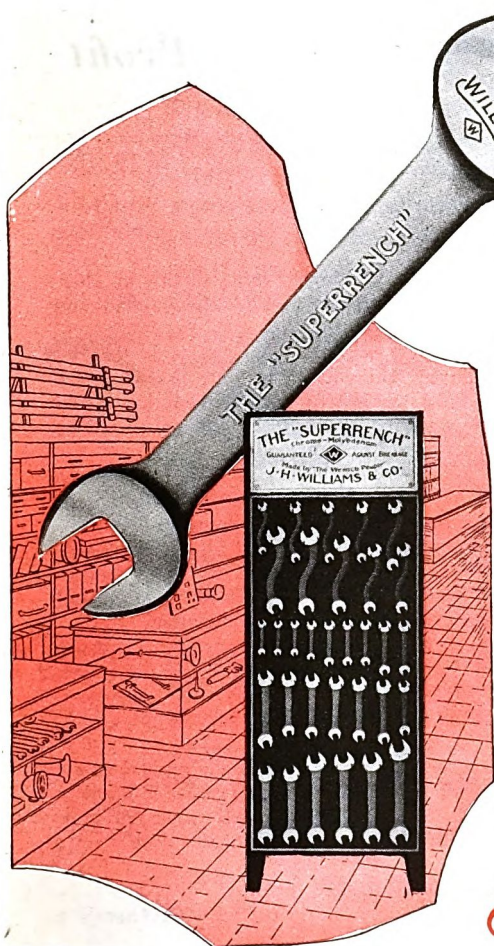
Write Now for the Booklet About These Sales-Boosting "Superrench" Sets. Six different assortments in three styles of wrenches.

WILLIAMS



J. H. WILLIAMS & CO., "The Wrench People"
New York BUFFALO Chicago

"Superrenches" Have 'em All Stopped



Routine jobs or extraordinary jobs—"SUPERRENCHES" lick 'em all. Even in taking the head off an engine "SUPERRENCHES" make easy work easier. While on tough jobs where clearance is limited and threads are jammed, "SUPERRENCHES" are invaluable.

Their thin heads and narrow pointed jaws get in and grip where no clumsy wrench *could* go. And no strain is too great for Chrome-Molybdenum "SUPERRENCHES."

Guaranteed *break-proof* and *spread-proof*.

Whether you buy for use or resale—you'll find "SUPERRENCHES" have 'em all stopped.

WILLIAMS
SUPERIOR QUALITY
"SUPERRENCH"
(Chrome-Molybdenum)
WRENCHES

Send for details of the Display Board "M" shown. It—and others—provide you with excellent selling help and boost your wrench turnover from the very first day your customers see them. Ask about this proposition—Today!



J. H. WILLIAMS & CO.

"The Wrench People"

New York BUFFALO Chicago

Sell Him a Set to Fit His Needs



Many a motorist who asks for one wrench would buy a complete set. He simply doesn't know you carry sets to fit his needs.

Show him the wrench he asks for as part of a Williams' Automotive Set.

The Williams' Superior Drop-Forged Wrench Sets shown here fill the needs of practically all popular cars. And each offers the maximum helpfulness with fewest wrenches.

A Williams' Wrench Set is a real convenience for the motorist. And every set you sell means profit on several wrenches instead of on one.

Write Today for Booklet
Describing Williams'
Automotive Sets

WILLIAMS



The upper set is Williams' Ford C Set, which cares for all the nuts in Ford cars. The lower set, Williams' Automotive Set 5-S, covers 80% of other popular cars.

These sets contain only Williams' Superior Drop-Forged Wrenches of toughest carbon steel, finished in black enamel—baked on. Roll cases of heavy Olive Drab Twill bound at the seams and equipped with strap and buckle.

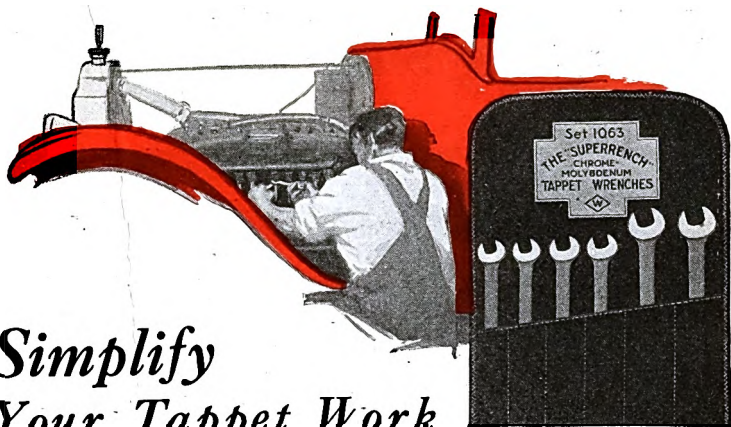
J. H. WILLIAMS & CO.

"The Wrench People"

New York

BUFFALO

Chicago



Simplify Your Tappet Work With This "SUPERRENCH" SET

With this set of six Williams' Tappet "Superrenches" you can adjust tappets on 80% of all cars or trucks. And you can adjust 'em more accurately—in less time—with less trouble.

Handy "Superrench" tappet wrenches are built extra thin and light. Their narrow, pointed jaws and 15° head angle make cramped quarters seem roomy. And their length—8 to 9 inches—prevents burning your hands on hot engine parts.

Forged from Chrome-Molybdenum steel, they're strong and tough—unbreakable. Every wrench in this time-saving automotive kit is absolutely guaranteed against breakage.

Williams' Tappet Set No. 1063, shown above, contains six genuine Tappet "Superrenches" packed in roll case of heavy Olive Drab Twill, bound along the edges and equipped with strap and buckle.

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Your Jobber's Salesman knows about this "Superrench" Tappet Set—Ask Him!

J. H. WILLIAMS & Co.

"The Wrench People"

New York

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